

# Preferred locations for a tourism business

## Introduction:

Most major cities are marketed based on their tourism potential. Some of these places are only known by the locals. If a person wants to start a tourism business (or an existing tourism company wants to expand), it would be wise to have a premises in close proximity to tourism venues, so that you can also play the role of tourist guide.

## Data:

1. A website advertising commercial properties for sale in Cape Town is used to obtain information about the location, neighbourhood and selling price.
  - a. The website consists of classes that describe different aspects of the properties for sale. One class contains the address and another the price.
  - b. The default layout consist of 10 listings, but there could be more. Each listing is contained in a separate class.
  - c. The website has multiple pages for the search criteria (already embedded in the URL). All the pages will be read to build the dataframe.
  - d. Data Cleansing:
    - i. Some addresses contain 4 address lines, but it seems a duplication, thus only 3 address lines are used
    - ii. Some indicate an intersection of 2 addresses with an "And", only the first address is used
    - iii. For some the price is indicated as "POA" – these were set to zero (0)
    - iv. The price string contains spaces and unreadable characters – these were removed
    - v. Blank rows were dropped
    - vi. Some properties are advertised more than once because of multiple listings with different realtors – the duplicate addresses were removed
2. Taking the centre of Cape Town as a starting point, data is obtained from Foursquare about points of interest near Cape Town within a 50 Km radius. The name, location, distance from city centre and popularity index is obtained.

## Methodology:

1. Map the properties and the points of interest on the same map to get an idea of proximity.
2. Using the venue categories and mean distance from the city centre, highlighted the important points of interest.
3. Using the price of property as a guide, determine the most suitable properties.

## Results:

- As can be seen from the map, the available properties in the city centre are also closest to the most points of interest. (*Figure 2*)
- Most venues are less than 3 Km away from the city centre. (*Figure 3*)
- The average distance to social venues and hotels are closer to the centre (hotels at 2.694 km). (*Figure 4*)
- There are more properties priced towards the lower half (ignoring the 0) than in the higher half. (*Figure 5*)
- The properties in the city centre or priced on the higher end. (*Figure 6*)

## Discussion:

- The commercial properties in the centre of the city are closest to important points of interest, such as hotels (if one needs to meet with the tourists or provide transport).
- As one can expect, the properties in the City Centre are priced higher.
- Of course, aspects such as the size of the property, access to major routes and accessibility for patrons are not taken into account and could be the subject of further analysis.
- If one can arrange transport intelligently (such as collaborating with transportation companies), the proximity of the property should not be a problem.

## Conclusion:

- Based only on these factors: proximity of venues to the city centre, certain venue categories being more important (such as hotels), and the location and price of commercial properties, the following conclusions are made:
- Of interest:
  - Properties available in Wynberg (average price of R 3 710 000) and Rondebosch (average price of R 4 200 000) should be considered first.
  - Properties in Woodstock and Observatory seems a good choice as to their closer proximity to the city centre, but at a higher price (average price of R 8 500 000).
- Possible interest:
  - The properties in Cape Town City Centre comes with a high price tag, but are closer to all the venues. This should be considered last.
  - Property in Plumstead does not have a price (POA), but this could be good for negotiation. Also its proximity to Wynberg may be an indication of a similar price.
- Not of interest:
  - Properties in Westlake, although at a lower average price (R 2 030 000), are further away from the city centre and does not seem to be close to major routes.
  - Properties in Capricorn seem to be an outlier: high price tag and further from the city centre.



Figure 3:

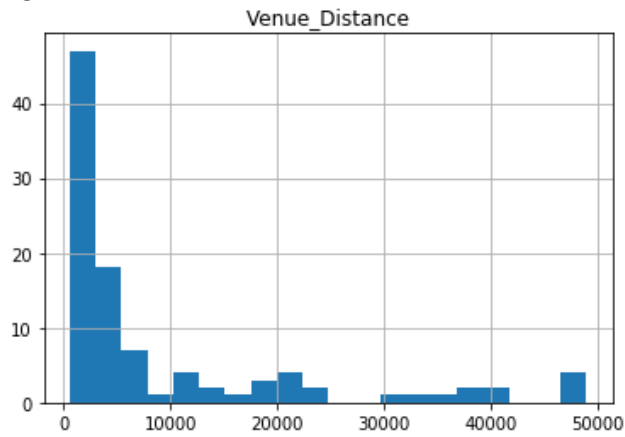


Figure 4:

	Address_Latitude	Address_Longitude	Venue_Latitude	Venue_Longitude	Venue_Distance
Venue_Category					
Hostel	-33.922422	18.426352	-33.922020	18.418511	725.000000
Burger Joint	-33.922422	18.426352	-33.921372	18.418034	777.000000
Gastropub	-33.922422	18.426352	-33.922515	18.418587	790.000000
Cocktail Bar	-33.922422	18.426352	-33.922733	18.417150	850.000000
African Restaurant	-33.922422	18.426352	-33.920603	18.415729	1353.500000
Art Museum	-33.922422	18.426352	-33.908410	18.422980	1590.000000
Bar	-33.922422	18.426352	-33.930105	18.410782	1673.000000
Resort	-33.922422	18.426352	-33.908669	18.416461	1782.000000
Tapas Restaurant	-33.922422	18.426352	-33.924900	18.438357	1788.000000
Aquarium	-33.922422	18.426352	-33.908013	18.417792	1788.000000
Coffee Shop	-33.922422	18.426352	-33.916518	18.410255	1814.250000
Bakery	-33.922422	18.426352	-33.913502	18.411689	1832.000000
Tour Provider	-33.922422	18.426352	-33.907419	18.417576	1856.000000
Bistro	-33.922422	18.426352	-33.906500	18.419950	1868.000000
Food Court	-33.922422	18.426352	-33.906506	18.419482	1882.000000
Park	-33.922422	18.426352	-33.916086	18.409625	1946.500000
Waterfront	-33.922422	18.426352	-33.903594	18.420822	2159.000000
Shopping Mall	-33.922422	18.426352	-33.903619	18.420575	2160.000000
Hill	-33.922422	18.426352	-33.917907	18.402375	2271.000000
Farmers Market	-33.922422	18.426352	-33.902331	18.415098	2466.000000
Stadium	-33.922422	18.426352	-33.904078	18.411027	2484.000000
Hotel	-33.922422	18.426352	-33.922650	18.417878	2694.700000
Flea Market	-33.922422	18.426352	-33.927457	18.457826	2960.000000
Indian Restaurant	-33.922422	18.426352	-33.912975	18.392311	3315.000000
Seafood Restaurant	-33.922422	18.426352	-33.920226	18.406680	3367.000000
National Park	-33.922422	18.426352	-33.948036	18.402806	3585.000000
Mountain	-33.922422	18.426352	-33.935011	18.389138	3712.000000

Figure 5:

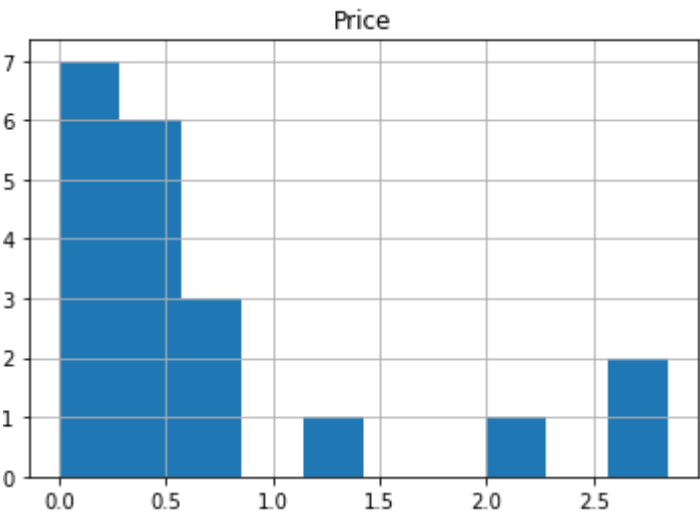


Figure 6:

Price	
Neighbourhood	
Plumstead	0
Westlake	2030000
Wynberg	3710000
Rondebosch	4200000
Observatory	8500000
Woodstock	8500000
Cape Town City Centre	13969160
Capricorn	21000000